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**MELROSE AVENUE IMPROVEMENT PROJECT  
HIGHLAND TO CITRUS GATEWAY  
PROJECT DESCRIPTION**

**I. EXECUTIVE SUMMARY / PROJECT OVERVIEW**

This Project Overview describes a project proposed by commercial property owners of Melrose Avenue street frontage between N. Highland and N. Citrus Avenues to improve the safety, access, and aesthetics of their properties in partnership with the newly formed Melrose Business Improvement District and the City of Los Angeles. The project will provide for removal of ficus trees and sidewalks that they have destroyed, replacement of the sidewalk, and planting of new street trees as approved by the Urban Forestry Division. The street trees planted for the project are intended to establish a uniform standard for the entire stretch of Melrose Avenue between Highland and La Brea Avenues. All of the parties met with City Councilman Paul Koretz on November 22, 2013 and conceptually agreed to pursue the timely completion of this project as described in this document.

**II. ACTION STEPS FOR PROJECT IMPLEMENTATION**

**a. Project Go Ahead – November 22, 2013**

The City Councilman (including District Representative John Darnell), BID President (including Board Member Sylvia Weintraub and Executive Director Don Duckworth), and property owners (including Sean Nasseri, Doug Boyd, and Brady Bbeaubien) met on November 22, 2013 and conceptually agreed to pursue the timely completion of this project. (The property owners had previously conferred with Michele Bolour, the owner of the SWC of Melrose and Highland and communicated his concurrence.)

**b. Ficus Tree Removal Permits**

- i.** Property Owner Letter requesting tree removal will be prepared by the Melrose BID, signed by the property owners, and submitted to the Urban Forestry Division (Greg Monfette and Ron Tull).
- ii.** City Council Office Letter of support will be prepared by City Council Office, signed by City Councilman, and submitted to the Urban Forestry Division (Greg Monfette and Ron Tull).

- iii. Other Letters as needed will be solicited and submitted. Possible parties may include: other neighboring property owners, the Hollywood Chamber of Commerce, etc.
- iv. Melrose BID Executive Director and City Council Office will seek to expedite issuance of a tree removal permit by the Public Works Commission. Typically City staff reports that such action will require 90 to 180 days, which would indicate May 2014.

c. Selection and Location of New Street Trees –

- i. Urban Forestry Division will identify specie options for property owner and Melrose BID selection.
- ii. Melrose BID Executive Director to contact the L. A. Conservation Corp Million Trees Program and request no cost street trees. (Property owner option: 15 gal sized trees @ no cost vs 24" box sized trees @ est \$500 per tree.)
- iii. Urban Forestry Division, Million Trees Program, property owners, Melrose BID Executive Director, City Council Field Deputy to walk project site and identify / mark locations for new trees as close as possible to 30 ft. spacing.

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e. Solicitation / Documentation of Competitive Construction Cost Quotes

- i. Property Owner representative Sean Nasseri will collect all construction cost quotes for property owner decision and payment.
- ii. A preliminary Project Budget is included in this Project Description.

f. Project Construction Scope of Work

- i. Remove ficus trees & roots
- ii. Remove & replace damaged sidewalk
- iii. Plant replacement street trees

iv. (Note: this scope work organizes the budget options shown below.)

g. Street Tree Maintenance - Melrose BID will provide on-going street tree maintenance for new trees installed in this project.

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### III. PROJECT BUDGET ESTIMATES

- a. Est cost to remove ficus trees & roots
  - i. Property owner decision: 7 trees on Melrose = \$1,000/ea = \$7,000  
3 trees on Citrus @ \$1,000/ea = \$3,000  
2 trees on Highland @ \$1,000/ea=\$2,000
- b. Est cost to remove & replace sidewalk @ \$10/sf: Melrose = 4,500 sf = \$45,000
  - : Citrus = 990 sf = \$9,900
  - : Highland = 990 sf = \$9,900
- c. Est cost to plant replacement trees
  - i. Property owner decision: not to replace all sidewalk
  - ii. Enlarge side street tree wells (3x6) and keep existing ficus
  - iii. Grind small displacement hazards
- d. **Max project**: Melrose + Citrus + Highland trees = \$12,000
  - : All new sidewalk = \$64,800
  - : 24" box trees = 24 trees @ \$500/ea = \$12,000
  - : **Total = \$88,800**
- e. **Min project**: No tree removals = \$0
  - : Allow for new concrete & root pruning (est 50%) = \$32,400
  - : No new trees = \$0
  - : **Total = \$32,400**
- f. **Exe Dir suggested project**: Remove Highland street trees = \$7,000
  - : Trim & root prune Citrus & Highland trees = \$2,000
  - : New sidewalk & grinding on Highland @ 2/3 = \$30,000
  - : Grinding, enlarged trees wells, & minimal new concrete Citrus & Highland = \$4,000
  - : 24" box trees on Melrose = \$3,500

**Total = \$46,500**

**g. Additional Project Revenue Sources:**

- : \$5,000 from City Council Office**
- : No cost City permits per Melrose BID & City**
- : Melrose BID will provide on-going street tree maintenance**
- : Street trees at no cost @ 15 gal**

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**IV. PROJECT TIMELINE**

- a. 6 mos to 12 mos estimated project length**
- b. 4 mos to tree removal permit (min)**

**V. EVOLUTION OF THIS PROJECT DESCRIPTION**

- a. This Project Overview will evolve and be modified on an on-going basis in order to serve as an effective communications link to all project participants.**